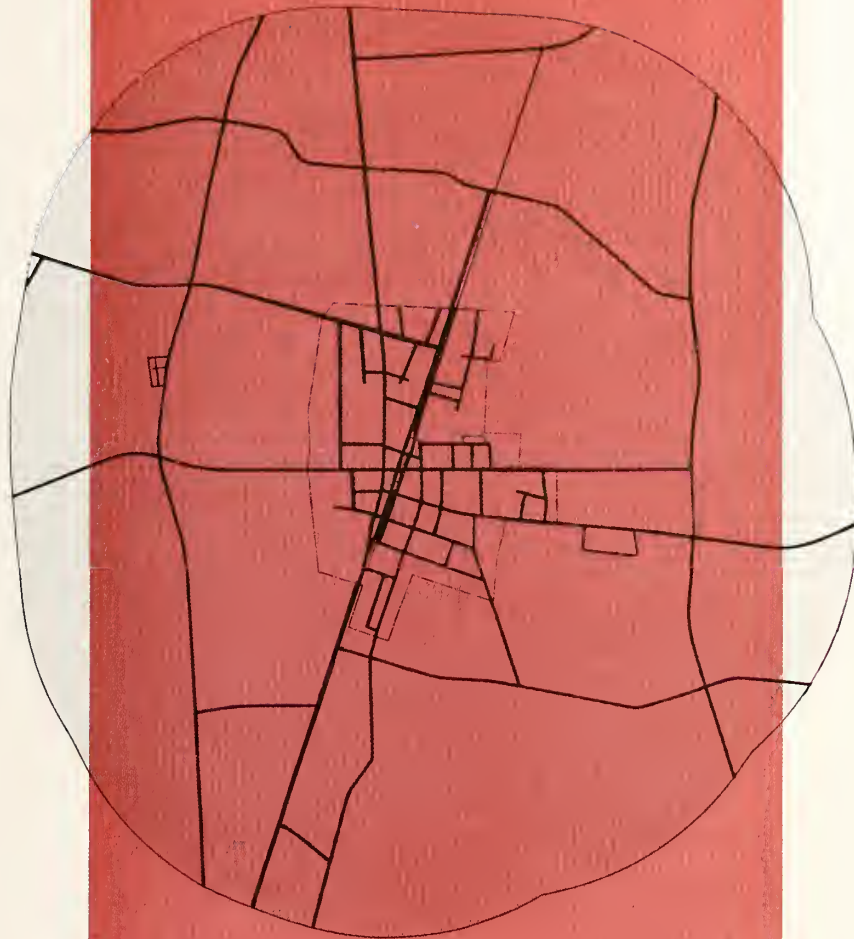


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LAND DEVELOPMENT PLAN AND LAND USE SURVEY AND ANALYSIS POPULATION AND ECONOMIC STUDY

WINTERVILLE, NORTH CAROLINA

ABSTRACT

TITLE Land Development Plan, Winterville, North Carolina
Land Use Survey and Analysis
Population and Economic Study

AUTHOR State of North Carolina, Department of Local Affairs,
Division of Community Planning, Eastern Area Office,
Raleigh, N. C. 27602

SUBJECT Plan for future land development based on existing
land use patterns and population and economic
characteristics

DATE August, 1970

LOCAL
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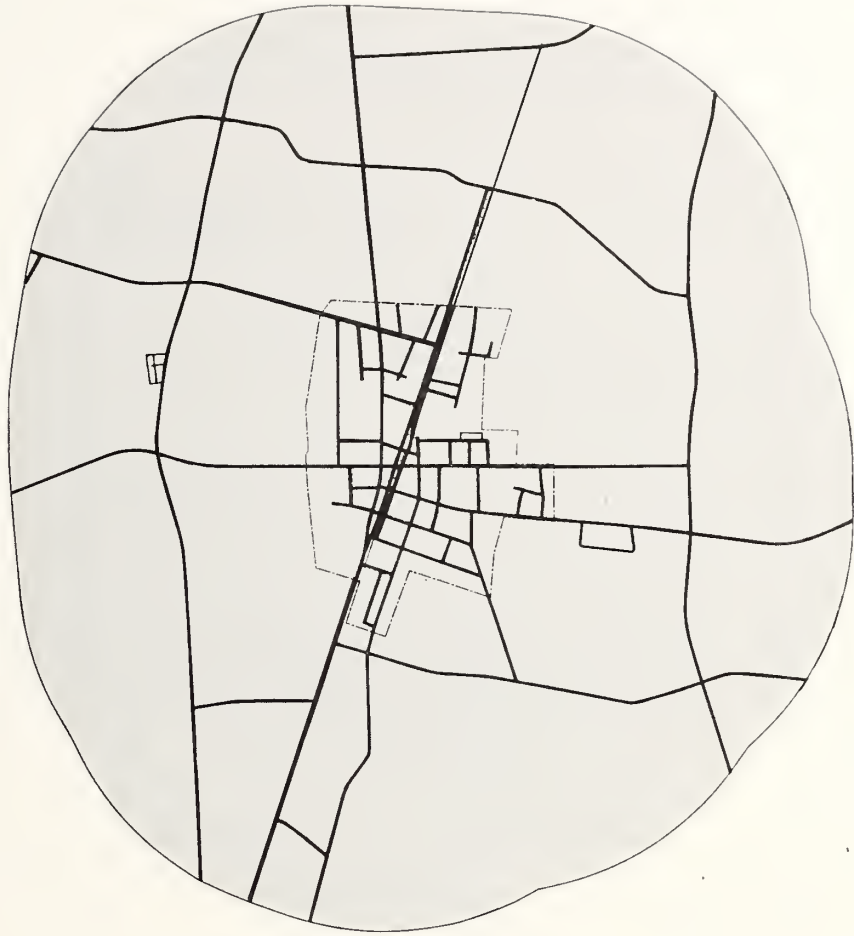
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ABSTRACT This Plan recognizes the influence the City of
Greenville will have on its future development.
Serving as a residential community for Greenville,
little expansion of commercial and industrial
activities is anticipated. However, the town's
population is projected to increase substantially.
This information and information obtained from the
Population and Economic Analysis, and from the
Land Use Survey provided the foundation for the
Land Development Plan. Implementation programs
are also set forth.



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LAND DEVELOPMENT PLAN AND LAND USE SURVEY AND ANALYSIS POPULATION AND ECONOMIC STUDY

WINTERVILLE, NORTH CAROLINA

The preparation of this report was financed in part through an urban planning grant from the Department of Housing and Urban Development, under the provision of Section 701 of the Housing Act of 1954, as amended.

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AUGUST, 1970

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I. INTRODUCTION

A few short years ago Winterville, North Carolina, was located six miles south of Greenville, the County Seat of Pitt County. However, in recent years, Greenville has been growing rapidly toward Winterville. Today, only three miles separate the two communities. This "closing of the gap" has caused the citizens of Winterville some concern, fearing that it might lose its identity as a small but progressive community. To add fuel to this fire, N.C. Highway 11 is being expanded to four lanes, with a bypass around Winterville. Also, the Pitt County Technical Institute was recently located just one mile north of Winterville, on N.C. Highway 11. This institution will most likely become a community college in the near future. Realizing that rapid growth was inevitable, Pitt County requested that Winterville extend water and sewer service to the institute. The town has agreed to this proposal if federal funds are available.

The Winterville Board of Aldermen contracted with the North Carolina Department of Local Affairs, Division of Community Planning, for technical assistance in preparing a series of planning studies for the following reasons:

- to insure that the future growth and development in and around Winterville will be orderly; and
- to qualify for federal assistance in extending water and sewer facilities to Pitt Technical Institute.

These are worthwhile objectives, but a comprehensive planning program will accomplish much more if properly used. Properly planned and developed, a community will be more attractive to industry and property values can be maintained. Properly planned community facilities can save the taxpayers money in the long run by assuring that they are adequate for many years of service.

Preventing past development errors from recurring in the future is also a by-product of planning. In essence, sound planning is a sensible and business-like means of obtaining a desirable living environment.

North Carolina Statutes allow towns and cities to create planning boards, whose function is to prepare studies, make plans, and present recommendations to the governing body, concerning the future growth and development of the town and all land within a one-mile radius of the town. In addition, the state statutes allow towns of 1,250 population or more to exercise zoning jurisdiction in the one-mile area outside of the town. However, the planning board must be composed of equal representation inside and outside of the town. The Winterville Board of Aldermen appointed a ten-member planning board -- five members who reside inside the town limits and five who reside within the one-mile area outside of the town.

The Winterville Planning Board will be responsible for preparing the following elements of its planning program:

- Base Mapping
- Minimum Housing Element
- Land Development Plan
 - A. Land Use Survey and Analysis
 - B. Population and Economic Study
- Zoning Ordinance
- Subdivision Regulations

Base mapping is essential to a planning program. The Winterville base map was prepared from an aerial photograph and it shows rights-of-way, political boundaries, street names, and property lines in the incorporated area.

The Minimum Housing Element is a brief study of the housing problems in Winterville. A short-term program is set forth which will help obtain safe and sanitary housing for all families.

Both the Land Use Survey and Analysis and the Population and Economic Study are essential steps in the preparation of the Land Development Plan. The Zoning Ordinance and Subdivision Regulations are tools to be used in making the Land Development Plan a reality.

Goals and Objectives

The following goals and objectives were considered in the formulation of the Winterville Development Plan:

Residential Areas

1. To provide adequate land for use as residences in its role as a residential neighborhood for Greenville.
2. To provide for the efficient use of land by encouraging the development of existing lots which are already served by water and sewer and other facilities. The development of new areas should be those which can easily be served by the town's services.
3. To promote planned residential sites which provide quick, safe access to schools, places of work, and commercial areas, and are free from excessive noise and foul odors.
4. To insure the provision of a good clean water supply and adequate sewage disposal systems for every home.
5. To encourage a variety of housing types for individual preferences.
6. To protect existing topography and trees. Builders should be encouraged to leave trees and natural land slopes as they exist.
7. To discourage the unplanned interspersing of commercial land uses and residential acreages.
8. To work towards the renewal of those residential sections which are already dilapidated.

Commercial Areas

1. To provide a coordinated scheme for the central business district which will give it a definite character.
2. To promote adequately paved areas for off-street parking and loading.
3. To encourage the planned location of commercial land uses.
4. To promote the use of sign continuity, and landscaping.
5. To encourage the development of coordinated store front facades.

Industrial Areas

1. To develop well drained and reasonably priced industrial sites.
2. To coordinate all industrial expansion plans with the Pitt County Development Commission.
3. To insure good transportation facilities for all proposed industrial sites.
4. To promote the development of a vocational education program which will train persons for local industrial jobs.

Recreational Areas

1. To conserve existing areas of natural beauty and to encourage the advance acquisition of open space prior to the development of residential, commercial, and industrial areas.
2. To promote a wide range of recreational programs for all age groups.

Streets and Highways

1. To insure the provision of safe and efficient streets and highways for all citizens.
2. To coordinate an effective street building program which will be compatible with probable land expansion and development patterns.
3. To plan streets which combine efficiency, economy, and convenience with maximum considerations for safety.

II. BACKGROUND

Regional Setting

Winterville, North Carolina, is located in the south central portion of Pitt County, three miles south of Greenville and four miles north of Ayden. It is located on North Carolina Highway 11, and is served by the Seaboard Coast Line Railroad.

Pitt County is centrally located in the Coastal Plains section of eastern North Carolina. The region is primarily dependent on agriculture, but the industrial base is expanding rapidly. East Carolina University in Greenville also plays an important economic role in Pitt County.

Raleigh, the State Capital, is located approximately 80 miles to the east, and the Virginia state line is approximately 80 miles to the north. U. S. 264-13 traverses Pitt County from the north to the west. Interstate 95, when completed, will be approximately 45 miles to the west. The state port at Morehead City is approximately 75 miles to the southeast. (See Map 1)





Historical Development¹

The coming of the railroad and the manufacture of farm machinery were instrumental in the founding of Winterville. In 1890, the Atlantic Coast Line Railroad was built near the property of J. C. Cox, a farm machinery inventor. His son, Amos Cox, obtained the contract to supply wood for train engines, thus establishing a flag station in Winterville. In 1897, Winterville was incorporated. The railroad's influence has declined and agriculture is now the primary influence in Winterville.

III. POPULATION

A brief study of Winterville's population is necessary for two main reasons: people are the town's most important asset and planning is done for people. The past population and the characteristics of the present population will give an insight into what the future population will be.

Most of the information contained in this study was obtained from the U. S. Bureau of the Census. The information available for communities under 2,500 population is limited and therefore, data for the township or county may be used to indicate trends within the town. Since the latest census was conducted in 1960, the data is somewhat outdated. Where possible, information was obtained from interviews with local citizens.

¹Sharpe, Bill, A New Geography of North Carolina, Volume II.

Population Trends

From 1900 to 1930 Pitt County's population growth rate was greater than the State's. The importance of agriculture to the county was the major cause of this growth. However, the gradual decline of agriculture during the 1940's and 1950's slowed the county's growth. The county's economy was strengthened in the later 1950's by increased industrialization, which continued at a more rapid rate during the 1960's. Thus, between 1950 and 1960 the population increase was 9.6 per cent, compared to a 4.2 per cent increase the previous decade.

A 1969 report entitled Estimates of the Population of North Carolina Counties, 1967 and 1968, by C. Horace Hamilton, Associate Director, Carolina Population Center, University of North Carolina, estimates the population of Pitt County to be 77,515 as of July, 1968. This is a 10.83 per cent increase in the eight years since the 1960 census. The 1970 population should be near 80,000, which would be a 14.4 per cent increase for the decade. Increased industrialization and the expansion of East Carolina College to university status are major causes of such population increases. Agricultural employment has declined rapidly during the '60's, due to mechanization and technological changes in farming procedures. Many people have left the farm for urban areas where employment opportunities are greater. The 1970 census should show that the population of the urban areas in the county has increased substantially.

Population changes in Winterville Township have been erratic, as shown in Table 1. It has increased in population each decade since its formation in 1914 except one. Between 1940 and 1950 it had a decrease of 5.9 per cent. The largest increase occurred between 1950 and 1960. This increase can be attributed to industrialization in Pitt and surrounding counties.

The Town of Winterville has grown somewhat faster than Pitt County and Winterville Township, with the largest population increase occurring between 1950 and 1960. The 63 percent increase during this decade occurred mainly because of annexation of land and population to the town. Naturally, the town has benefitted from new industries in Pitt County and surrounding counties.

TABLE I
Population Changes 1920-1960

	<u>1920</u>	<u>1930</u>	<u>% Change</u>	<u>1940</u>	<u>% Change</u>	<u>1950</u>	<u>% Change</u>	<u>1960</u>	<u>% Change</u>
Winterville	650	654	+0.6	848	+29.7	870	+2.6	1,418	+63.0
Winterville Township	2,952	3,487	+18.1	3,822	+9.6	3,595	-5.9	4,635	+28.9
Pitt County	45,569	54,466	+19.5	61,244	+12.4	63,789	+4.2	69,942	+9.6
State of North Carolina	2,559,123	3,170,276	+23.9	3,571,623	+12.7	4,061,929	+13.7	4,556,155	+12.2

Source: U. S. Bureau of the Census

Population Characteristics

Age and Race

Table 2 shows the population of Pitt County by age and race in 1950 and 1960. In 1950 there were 28,835 people under 20 years of age. This was 45.2 per cent of the total population. By 1960 the number of people under 20 years of age had increased to 32,355, or 46.3 per cent of the total population. This means that the population of Pitt County is getting younger. The need for schools and recreation facilities will be increasing. High birth rates coupled with lower infant mortality rates increased the population under 20 years of age.

The population in the 65 and older category is likewise increasing. In 1950 there were 3,134 people 65 and older. By 1960 this had increased to 4,147 accounting for 5.9 per cent of the population. Generally, rural inhabitants have longer life spans than urban inhabitants. Medical advances have also extended the life span of the people in Pitt County.

In 1950 there were 19,171 people in the 20 to 39 age group, accounting for 30 per cent of the total population. By 1960 this group numbered 17,868, a net loss of 1,303 people. Many people in this age group migrated from Pitt County to other areas where job opportunities are greater. This age group produces most of the children and are family breadwinners.

On the other hand, the number of people in the 40 to 64 age group increased from 12,649 in 1950 to 15,572 in 1960. Generally, these are the people who will remain in Pitt County.

In 1950 the non-white population of Pitt County accounted for 46.3 per cent of the total population. By 1960 they accounted for only 43.6 per cent of the total population. The number of

Table 2
Population by Age and Race
Pitt County - 1950 and 1960

Age Group	White		Non-White		Total	
	1950	1960	1950	1960	1950	1960
0-4	3,980	3,863	4,506	4,505	8,486	8,368
5-9	3,314	3,948	3,892	4,780	7,206	8,728
10-14	3,249	3,870	3,544	4,219	6,793	8,089
15-19	3,325	4,124	3,025	3,046	6,350	7,170
20-24	3,260	3,642	2,389	1,606	5,649	5,248
25-29	2,812	2,626	2,069	1,443	4,881	4,069
30-34	2,569	2,625	1,825	1,550	4,394	4,175
35-39	2,417	2,737	1,830	1,639	4,247	4,376
40-44	2,081	2,532	1,533	1,595	3,614	4,127
45-49	1,833	2,259	1,273	1,502	3,106	3,761
50-54	1,437	1,894	1,068	1,253	2,505	3,147
55-59	1,141	1,561	700	1,009	1,841	2,570
60-64	999	1,231	584	736	1,583	1,967
65-69	834	1,000	604	672	1,438	1,672
70-74	565	697	355	468	920	1,165
75+	457	849	319	461	776	1,310
Total	34,273	39,458	29,516	30,484	63,789	69,942

Source: U. S. Bureau of the Census

non-whites increased, but at a slower rate than whites. The 20 to 39 non-white age group lost population between 1950 and 1960, while the other non-white age groups had small increases. These young productives left the farm and moved to the urban areas seeking employment. This trend has generally continued through the 1960's.

The median age, defined as the age at which one-half of the population is younger, and one-half is older, is changing in Pitt County. In 1950, the median age of Pitt County's population was 22.7, and 22.5 in 1960. For the State of North Carolina the median was 25.5 in 1960. By race, the median for the white population was 25.0 and 25.5 in 1950 and 1960, respectively. For non-whites the 1950 median age of 19.7 had dropped to 17.9 by 1960. Thus the population is becoming younger. Generally, the white population is remaining in the county while the non-white population, particularly the 20-30 age group, is leaving the county.

The population of Winterville by age and race for 1960 is shown in Table 3. Similar information for 1950 is not available, and no comparison is possible.

Non-whites account for 57.5 per cent of the total population. The non-white population is also very young, with a median age of 17.5. The median age for whites is 33.1. Employment opportunities in Winterville are limited and the younger, working people are migrating to Greenville, Raleigh, and the large urban centers north of North Carolina.

Table 3
Population by Age and Race
Winterville-1960

Age Group	White	Per Cent Distribution	Non-White	Per Cent Distribution	Total	Per Cent Distribution
0-4	53	8.8	114	14.0	167	11.8
5-9	47	7.8	129	15.8	176	12.4
10-14	64	10.6	126	15.4	190	13.4
15-19	53	8.8	78	9.6	131	9.2
20-24	36	6.0	35	4.3	71	5.0
25-29	28	4.6	39	4.8	67	4.7
30-34	32	5.3	46	5.6	78	5.5
35-39	58	9.6	48	5.9	106	7.5
40-44	46	7.6	38	4.7	84	5.9
45-49	36	6.0	38	4.7	74	5.2
50-54	36	6.0	32	3.9	68	4.8
55-59	32	5.3	30	3.7	62	4.4
60-64	24	4.0	19	2.3	43	3.0
65-69	21	3.6	19	2.3	40	2.9
70-74	18	3.0	15	1.8	33	2.3
75 and older	18	3.0	10	1.2	28	2.0
Total	602	100.0	816	100.0	1,418	100.0
Median Age	33.1		17.5		23.2	

Source: U. S. Bureau of the Census

Education

The educational attainment of Winterville's and Pitt County's population has a direct bearing on the family incomes of its people. Better educated employees are expected to be productive and in return they command higher wages. Jobs for the uneducated and unskilled are decreasing rapidly.

Table 4 gives the years of school completed for all persons 25 years and older in Pitt County for 1950 and 1960. In 1950 less than 20 per cent of all persons 25 years of age and older had at least a high school education. Median school years completed increased substantially between 1950 and 1960, but not satisfactorily.

Table 4

Years of School Completed
Pitt County - 1950 and 1960

	1950	Per Cent Distri- bution	1960	Per Cent Distri- bution
Persons 25 years old and over	29,245		32,410	
No school years completed	1,475	5.0	1,500	4.6
Elementary:				
1 to 4 years	7,075	24.2	6,047	18.7
5 to 7 years	8,380	28.7	7,898	24.4
8 years	2,005	6.9	2,528	7.8
High School:				
1 to 3 years	4,410	15.1	4,965	15.3
4 years	1,885	6.4	4,833	14.9
College:				
1 to 3 years	1,985	6.8	2,406	7.4
4 years or more	1,500	5.1	2,233	6.9
School years not reported	530	1.8	--	--
Median school years completed	7.2		8.3	

Source: U. S. Bureau of the Census

Information at the township level on educational attainment is available only for 1960 (Table 5). Ten Per cent of the non-whites had no education and only 5.2 per cent had at least a high school education. One-third of the whites had at least four years of high school. This wide chasm between white and non-white is reflected in the median school years completed -- 9.4 for whites and only 5.6 for non-whites.

The expansion of East Carolina University and the establishment of Pitt Technical Institute, soon to become a community college, should increase the education attainment of Pitt County's citizens. The drop-out problem in elementary and high school should be given more attention by school officials and all available resources should be used to help students who want to continue their education at the college and trade school level.

Table 5
Years of School Completed
Winterville Township - 1960

	White	Per Cent Distri- bution	Non- White	Per Cent Distri- bution	Total	Per Cent Distri- bution
Persons 25 years old and older	1,207		804		2,011	
No school years completed	40	3.3	80	10.0	120	6.0
Elementary:						
1 to 4 years	83	6.9	271	33.7	354	17.6
5 to 7 years	339	28.1	247	30.7	586	29.1
8 years	110	9.1	67	8.3	177	8.8
High School:						
1 to 3 years	229	19.0	97	12.1	326	16.2
4 years	294	24.4	33	4.1	327	16.3
College:						
1 to 3 years	62	5.1	-	-	62	3.1
4 years or more	50	4.1	9	1.1	59	2.9
Median school years completed	9.4		5.6		7.7	

Source: U. S. Bureau of the Census

Future Population

Attempting to forecast the future population of Winterville is, at best, risky. There is no precise method of foretelling what the exact population of any areas may be in the future. While projections are only estimates, it is a worthwhile exercise to make population projections so that some insight of Winterville's future may be gained. Such knowledge is useful in planning for schools, recreation, and public safety facilities.

Table 6 gives population projections through 1990, by the geometric method of projection. This method asserts that a given percentage change in population from one point in time to another, as exhibited in the past, is the best indicator of the future trend in population. This is a relatively simple method of projecting population. A housing survey conducted in August, 1969, counted 430 occupied dwelling units in Winterville. There were 201 non-white dwelling units and 229 white dwelling units. Using the figures for population-per-dwelling unit from the 1960 census, it was determined that there were 1,675 persons in Winterville. The 1970 census should count approximately the same number.

Winterville is expected to increase its population at a faster rate than either the township or the county. The projections for 1980 and 1990 for the town could easily be larger if sizable industry were to locate in the area. Annexation of surrounding areas would not increase its population appreciably since there is little development adjacent to the town limits. The growth of Greenville toward Winterville will probably increase Winterville's population substantially in the coming two decades.

TABLE 6
POPULATION PROJECTIONS ¹
1970-1990

	<u>1960</u>	<u>1970</u>	<u>% Change</u>	<u>1980</u>	<u>% Change</u>	<u>1990</u>	<u>% Change</u>
Winterville Town	1,418	1,675	+18.1	2,142	+27.9	2,920	+36.3
Winterville Planning Area	---	2,248	---	2,873	+27.9	3,916	+36.3
Winterville Township	4,635	5,140	+10.9	5,721	+11.3	6,694	+17.0
Pitt County	69,942	76,048	+8.7	81,752	+7.5	88,783	+8.6

1/Projections made by geometric method.

2/1970 population derived by counting the number of dwelling units and multiplying by the 1960 population per dwelling unit.

IV. ECONOMY

The economy of Winterville is somewhat different from most small towns in eastern North Carolina. The town is not a major retailing center and industrial employment is relatively small. Agriculture is very important to Winterville, but its influence is declining. The best description of Winterville is that it is a satellite for Greenville, serving as a residential neighborhood for commuters who work in Greenville and surrounding areas.

Income

Personal family income information is available only for 1959. However, income trends can be determined. From Table 7, most families in the Winterville Township and Pitt County had incomes of less than \$3,000 in 1959. The result of low incomes is low purchasing power, heavily burdened welfare rolls, and increased

demands on the tax dollar. Low family incomes are tied directly to the low educational attainment discussed previously.

Table 7

Family Income - 1959				
Income	Winterville Twp.		Pitt County	
	Number of Families	Per Cent Distri- bution	Number of Families	Per Cent Distri- bution
Under \$3,000	577	57.8	8,293	54.2
\$3,000 to \$6,999	318	31.9	4,851	31.7
\$7,000 to \$9,999	63	6.3	1,301	8.5
\$10,000 and over	40	4.0	857	5.6
Total	998	100.0	15,302	100.0

Source: U. S. Bureau of the Census

The median family income for Winterville Township in 1959 was \$2,386. This means that one-half of the families had incomes of more than \$2,386 and one-half had less. The median family income for Pitt County was \$2,675. In both instances, the median family income was below the subsistence level of \$3,000 set by the federal government.

The per capita income for Winterville Township was \$784 in 1959 and \$887 for Pitt County. While the next census should show vast improvements, more emphasis should be placed on better educational and employment opportunities in Pitt County.

Employment

It is important to know how employment by industry has changed to give insight into future employment trends. Table 8 gives employment by industry in Pitt County for 1950 and 1960. People employed in agricultural and manufacturing industries had the greatest changes between 1950 and 1960. In 1950, almost 50 per cent of the labor force was employed in agriculture. By 1960, only 29 per cent were employed in agriculture. This represented a 37.5 per cent decrease. The number of people employed in manufacturing doubled between 1950 and 1960. It is also significant that employment in personal and professional services increased 46.4 per cent between 1950 and 1960.

Table 8

Employment by Industry
Pitt County - 1950 and 1960

	1950	Cent Cent Distri- bution	1960	Per Cent Distri- bution	Per Cent Change
Agriculture	10,392	48.9	6,488	29.0	-37.5
Construction	1,123	5.3	1,253	5.6	+11.6
Manufacturing	1,552	7.3	3,103	13.9	+99.9
Transportation & Communication	522	2.5	633	2.8	+21.3
Wholesale Trade	425	2.0	761	3.4	+79.1
Retail Trade & Services	2,983	14.0	3,752	16.8	+25.8
Personal & Professional Services	3,500	16.5	5,125	22.9	+46.4
Other	747	3.5	1,238	5.6	+65.7
Total Employed	21,244	100.0	22,353	100.0	

Source: U. S. Bureau of the Census

In Winterville Township, 46.5 per cent of the labor force was employed in agriculture in 1960. Seasonal employment in tobacco is probably the reason so many people are employed in agriculture. Manufacturing employs 12.4 per cent of the labor force, which compares with the 13.9 per cent for Pitt County. Personal and professional services employ only 14.8 per cent in Winterville Township, compared with 22.9 per cent for Pitt County. East Carolina University in Greenville accounts for many of the service workers in Pitt County. The percentage of distribution for the other categories is comparable with those of Pitt County.

Table 9
Employment by Industry
Winterville Township - 1960

	1960	Per Cent Distribution
Agriculture	637	46.5
Construction	88	6.4
Manufacturing	170	12.4
Transportation & Communication	32	2.3
Wholesale Trade	28	2.0
Retail Trade & Services	185	13.6
Personal & Professional Services	203	14.8
Other	28	2.0
Total Employed	1,371	100.0

Source: U. S. Bureau of the Census

Table 10

Work Force Estimates by Industry
Pitt County - 1968

Industry	Number Employed	Per Cent Distribution
Agriculture	5,700	20.8
Construction	980	3.6
Manufacturing	4,690	17.1
Transportation & Communication	450	1.6
Trade & Services (including government)	11,580	42.3
Other	4,000	14.6
Total Employed	27,400	100.0

Source: North Carolina Work Force Estimates, Bureau of
Employment Security Research, North Carolina
Employment Security Commission, August, 1969.

The work force estimates shown in Table 10 are grouped somewhat differently from those in Table 8, but the major categories are alike. Agricultural employment is down almost 800 since 1960 and manufacturing employment has increased by 1,587. The trade and services category includes approximately 5,000 government employees, many of whom are employed by East Carolina University.

Retail Trade

Retail sales in Pitt County have been increasing rapidly during the 1960's. In the 1963-64 fiscal year, Pitt County had \$96,501,000 in retail sales.² During the 1968-69 fiscal year retail sales increased to \$146,425,000. This represents a 52.4 per cent increase in five years. This growth can be attributed to

the same factors that have caused many changes throughout the county -- increased industrial employment and expansion of East Carolina University.

Greenville, the County Seat, provides the bulk of the retail sales in Pitt County. In the 1963-64 fiscal year Greenville had retail sales of \$53,512,000 -- 55.7 per cent of the county's sales. By 1968-69 fiscal year Greenville's retail sales had increased to \$92,919,000, accounting for 63.5 per cent of the county's retail sales. During this five-year period, Greenville's retail sales increased 72.6 per cent. Greenville is centrally located in Pitt County and is ideally situated to serve as a regional shopping center, offering a wide variety of goods and services and convenient and pleasant shopping areas. The recently completed Pitt Plaza Shopping Center is a big drawing factor in eastern North Carolina.

The Towns of Ayden and Farmville are smaller shopping areas with smaller trade areas. Winterville's influence as a retailing center has been declining in recent years. Today it serves the area primarily as a convenience center. Grocery stores and service stations dominate the retail business in Winterville. The town's nearness to Greenville is the most obvious reason for its decline as a retailing center. Good roads and dependable automobiles hastened this decline. Also of importance is the loss of "captive trade" which has declined due to the decrease in the number of people dependent on agriculture for a livelihood. Increasingly, people have steady employment and incomes in industry, and thus they use less credit buying.

For the most part retail establishments in Winterville have stagnated. The stores are old and lifeless. Efforts to prod the merchants into changing their image have failed. One reason given for failure was that most of the merchants were in their fifties

or sixties and they would not risk their money to update their businesses. In addition, there are no younger merchants to replace them.

Agriculture

Throughout this study frequent reference has been made about the declining influence of agriculture in Pitt County. To qualify this statement, it should be understood that total income from agriculture is expected to increase in the next twenty year. The decline in agriculture is in relation to the number of people employed in agriculture and in the number of farms in the county. Mechanization of farming procedures has increased the productivity of each farm and since this requires more equipment, the small farmer has been forced out of business. The result has been larger farms, highly mechanized and efficient in order for them to be profitable.

In 1954 there were 5,583 farms in Pitt County. The average farm contained 53 acres, with the land and buildings valued at \$12,589. By 1959 there were only 3,926 farms -- a net loss of 1,657 farms. On the other hand, in 1959 the average farm had increased to 77 acres, with an average value of \$30,151. By 1964 there were 2,829 farms in Pitt County -- a loss of 1,089 farms. Again, the size had increased to 96 acres with a value of \$48,150.

Acres of harvested crop land have changed very little. Corn and soybeans increased slightly between 1964 and 1968, while tobacco and peanuts acreages remained about the same. The number of acres devoted to wheat, oats and cotton decreased substantially between 1964 and 1968. The most drastic change has occurred in livestock production. All cattle on farms increased from 9,250 in 1964 to 11,450 in 1968. Hogs increased from 40,200 in 1964 to

48,500 in 1968. Poultry numbered 183,700 in 1964 and 416,100 in 1968.

Agriculture is important to Winterville's economy. Many people who live in Winterville are farm laborers during the growing season, especially in tobacco. New industrial jobs since 1960 have reduced the number of part-time farm laborers. In addition, many young adults have left Winterville in search of jobs.

Industry

The industrial base of Pitt County must expand to provide jobs for those people displaced from agricultural jobs. Toward this end, the Pitt County Development Commission was created in 1957. Its task is to encourage new businesses and industrial development for Pitt County.

Current statistics on industrial development are not available at the time of this writing for Pitt County. Table 11 compares 1958 and 1963 information. The number of industries increased by only three, while the number of employees increased by 36 per cent and the payroll increased by 70 per cent. Expansion of existing industries in Pitt County was major cause of increased industrial employment and payroll. It is estimated that in 1968 there were 72 industries in Pitt County. Total industries increased by only three, but several existing industries have expanded since 1963.

Industry in Winterville is limited. Eastern Lumber and Supply Company, Inc., is a planing mill and lumber supply firm, employing less than 25 people, mostly unskilled. Winterville

Machine Works, Inc., is involved in electroplating, employing skilled machinists. Both firms have expanded since locating in Winterville.

Table 11

Industrial Statistics - Pitt County

	1958	1963
Number of establishments	66	69
Number of employees	1,732	2,356
Payroll \$000)	5,344	9,098
Number of production workers	1,439	1,900

Source: U. S. Census of Manufacturing

V. NATURAL RESOURCES

Topography and Natural Drainage

Generally, the topography of Pitt County is level to gently rolling. Most elevations in the county do not exceed 80 feet above sea level. An elevation of 72 feet above sea level was recorded near the center of Winterville. This is the highest point in the area as the town is surrounded by two major drainage creeks -- Fork Swamp on the east, and Swift Creek on the west.

The town is very flat and natural drainage is very slow. Adequate drainage from heavy rainfall must be aided by the town's storm drainage system.

Water Resources

The quality and quantity of Pitt County's water resources will directly influence the future development of the county. The major source of surface water in the county is the Tar River which traverses the county from west to east. The City of Greenville takes part of its supply from the Tar River. This is the only use made of surface water except for recreation. All other public and private water supplies in the county are obtained from ground water.

Ground water in the county is plentiful. "Large ground-water supplies of several million gallons per day probably could be pumped from wells in any part of Pitt County. Deep gravel-wall wells in the county are capable of yielding 400 to 1,000 gpm..."³ Generally, the water is of good quality for domestic purposes ranging from soft to moderately hard. However, in a few areas the water contains objectionable amounts of iron.

The Town of Winterville uses three deep wells for its water supply. However, two of the wells are used only in emergencies. The main well is 450 feet deep and produces 250 gpm, and requires no treatment.

Soils

The suitability of soils for urban development must be considered before a plan for future growth can be realistically developed. Soil characteristics, such as percolation, water table and flood hazards, place limitations on urban development, and thereby help determine the best use of the land.

³ Philip M. Brown, Geologist, United States Department of the Interior, Geology and Ground-Water Resources in the Greenville Area, North Carolina, 1959, p.78.



MAP 2

WINTERVILLE

NORTH CAROLINA



GENERALIZED SOIL MAP

- GOOD GENERALLY SUITED FOR URBAN DEVELOPMENT
- POOR GENERALLY UNSUITED FOR URBAN DEVELOPMENT

The Soil Conservation Service, U. S. Department of Agriculture recently completed a new survey of the soils in Pitt County. An analysis of their findings showed that the soils within Winterville are not generally good for urban uses. Less than 10 per cent of the area within the corporate limits has soils with slight limitations for urban uses, while most of the area has soils with moderate to severe limitations. High water tables and susceptibility to flooding during heavy rainfalls are characteristics of these soils. The town itself is very flat with little natural runoff. Most rainfall relies on the town's storm drainage system or evaporation. High water tables can normally be lowered by installing drain tiles. The use of septic tanks should be prohibited unless a soil percolation test proves the soil's ability to support septic tanks.

Outside of Winterville about 35 per cent of the soils will support all types of urban uses, but they are scattered. Soil tests are recommended for all urban uses. The soils along the creeks are not suited for any type of permanent uses and should be avoided.

VI. COMMUNITY FACILITIES AND SERVICES

Urban living requires that certain basic services be provided by the local government to protect the health, safety, and general welfare of its citizens. The services, such as water, sewer, electricity, and streets, must be planned to meet future needs if the level of service is to remain adequate for a growing population.

Water System

Winterville's water is supplied from a 450-foot deep well located on Main Street behind the Municipal Building. This well produces 250 gallons per minute and the water requires no treatment. There are two more wells at the same site, but they are only used in emergencies, as the yield is low and the mineral content is high. A 75,000 gallon elevated storage tank is also located on the same site.

Water service is available to all developed areas within the corporate limits except for approximately ten houses. Outside of town water is available to a residential development east of town, several houses and a business north on N.C. 11, and several houses west of town. Most of the water lines are two inch lines. The business district is served by six and eight inch lines and fire hydrants. A few water lines are $1\frac{1}{4}$, and $1\frac{1}{2}$ inch lines. (See Map 3)

The cost of extending water lines within the town is borne by the town, while the user bears the expense of extending them outside of town. Each customer pays a \$75 tap-on fee.

Future plans include the extension of water service to Pitt Technical Institute, located one mile to the north of town. The proposal calls for a 12 inch water and a 10 inch sewer line. The town also is replacing the existing small lines with 6 inch lines. The North Carolina State Board of Health recommends that the two wells not in use be abandoned and that a new source of supply be developed.

Sewer Service

Winterville's sewage collection system is primarily by gravity flow, aided by two lift stations. The collection system does not extend outside of the corporate limits. Within the town, approximately 85 percent of the developed area is served by sewer service. Most of the sewer lines are 8 inch lines. The trunk line to the treatment plant is a 10 inch line. (See Map 4)



MAP 4

WINTERVILLE NORTH CAROLINA



SEWERAGE SYSTEM

- 8" SEWER LINES
- - - 10" SEWER LINES
- ▨ TREATMENT PLANT
- LIFT STATIONS
- FUTURE SERVICE AREAS

The sewage treatment plant is located on Swift Creek west of town. Constructed in 1964, the treatment plant uses a high-rate trickling filter and gas chlorination to render the effluent 85 to 90 per cent treated. The plant is designed to treat 200,000 gallons of sewage per day. At the present it is treating approximately 120,000 gallons per day. The last inspection of the treatment plant by the North Carolina Department of Water and Air Resources proved the effluent to be 87 per cent treated. The only problem encountered is from the metalplating waste from the Winterville Machine Works. Pre-treatment is recommended to remove heavy metals.

Sewer lines are extended at the town's expense inside the corporate limits, when it is economically feasible. Existing septic tanks are allowed to continue until they cease functioning properly. At that time they are required to tap on to the town's sewer line if they are available. The tap-on fee is \$60. The town is planning to extend a 10 inch sewer line to Pitt Technical Institute.

Electrical Service

The electrical distribution system in Winterville is owned and operated by the town. Electrical power is purchased from the Greenville Utilities Commission, who purchases the power from the Virginia Electric and Power Company. A substantial profit for the town is derived from the electrical system, enabling the town to maintain a relatively low property tax rate. For this reason, the electrical system must be maintained properly and improved to meet new demands.

Electric service is extended to all areas within the town. In addition, there are approximately 35 rural customers served by Winterville. A total of 550 customers are served. The town purchases an average of 382,000 kilowatts per month.

Winterville also provides the town with street lights. There are 76 street lights throughout the town, all of which are the mercury-vapor type. For the most part the street lighting is adequate. Map 5 shows the existing streets and the areas which should be lighted. Generally, better lighting is needed at all entrances to the town. A total of 15 new streets lights are proposed.

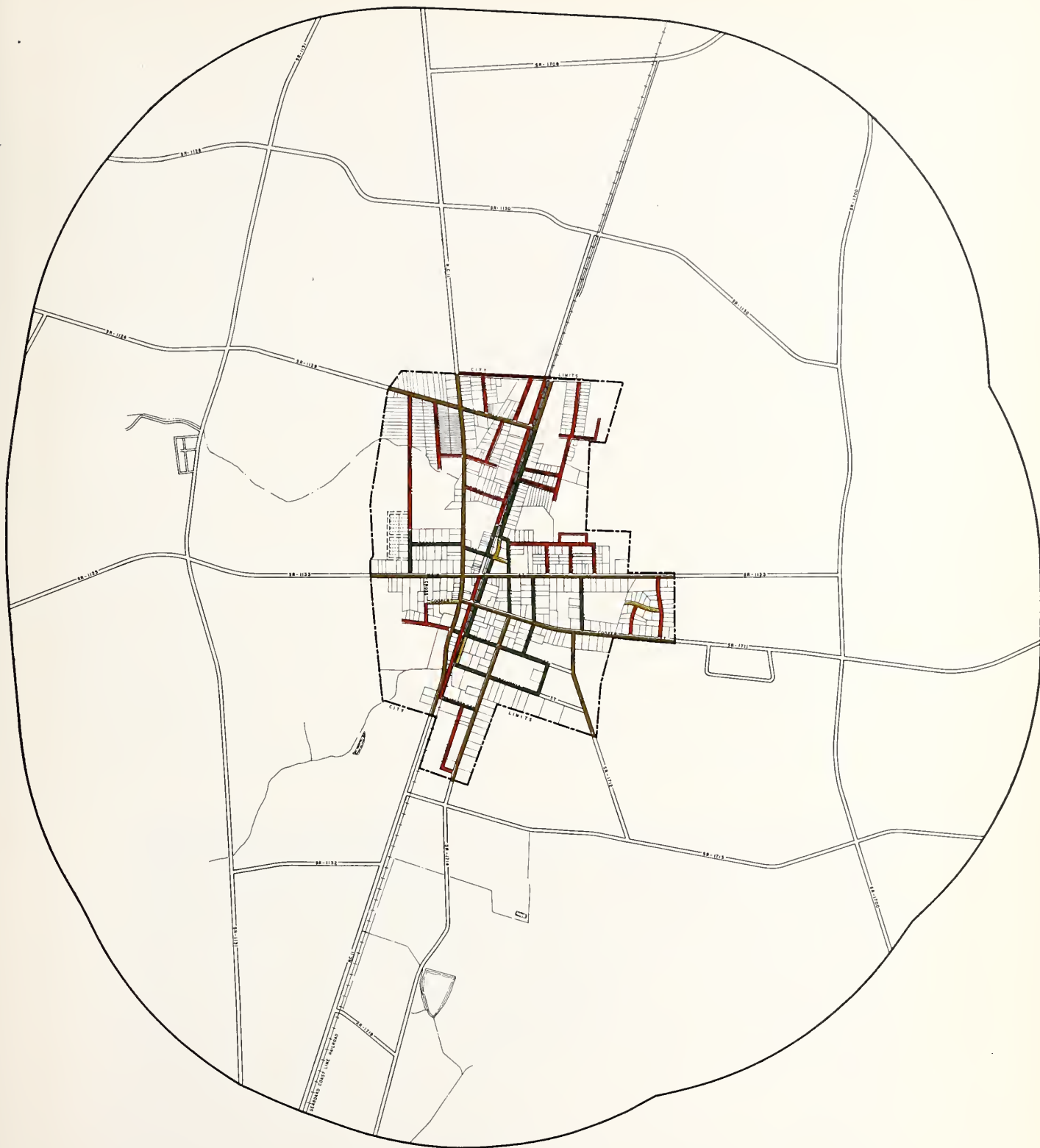
Streets

There are 11.11 miles of streets in Winterville. The North Carolina State Highway Commission is responsible for maintaining 3.71 miles of these streets. The town maintains the remaining streets, of which 2.44 miles are paved and almost 5 miles are unpaved. It is obvious that the town has fallen behind in the street paving program. With approximately 67 per cent of the streets maintained by the town unpaved, a concerted effort must be made to pave streets. (See Map 6)

The town's policy on street paving requires that the town pay one-third and the property owners on each side of the street pay one-third. This policy is often a barrier to paving streets, as many property owners cannot pay their one-third. A policy of 60-20 may make street paving a reality in Winterville.

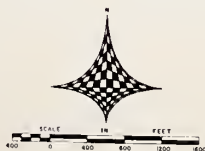
Lack of adequate controls by the town in developing new subdivisions has created problems which are almost impossible to remedy. Deadend streets and poor street alignment waste land and generally are most expensive to serve with community facilities.

The paving of new streets is done on a contract basis. Repairing the existing streets is handled by the town. Powell Bill funds, which amounted to \$8,300 in 1969, are used primarily to repair existing street.



WINTERVILLE

NORTH CAROLINA



MAP 6

STREETS

- STATE MAINTAINED
- ASPHALT
- SOIL, SAND, & GRAVEL
- UNSURFACED

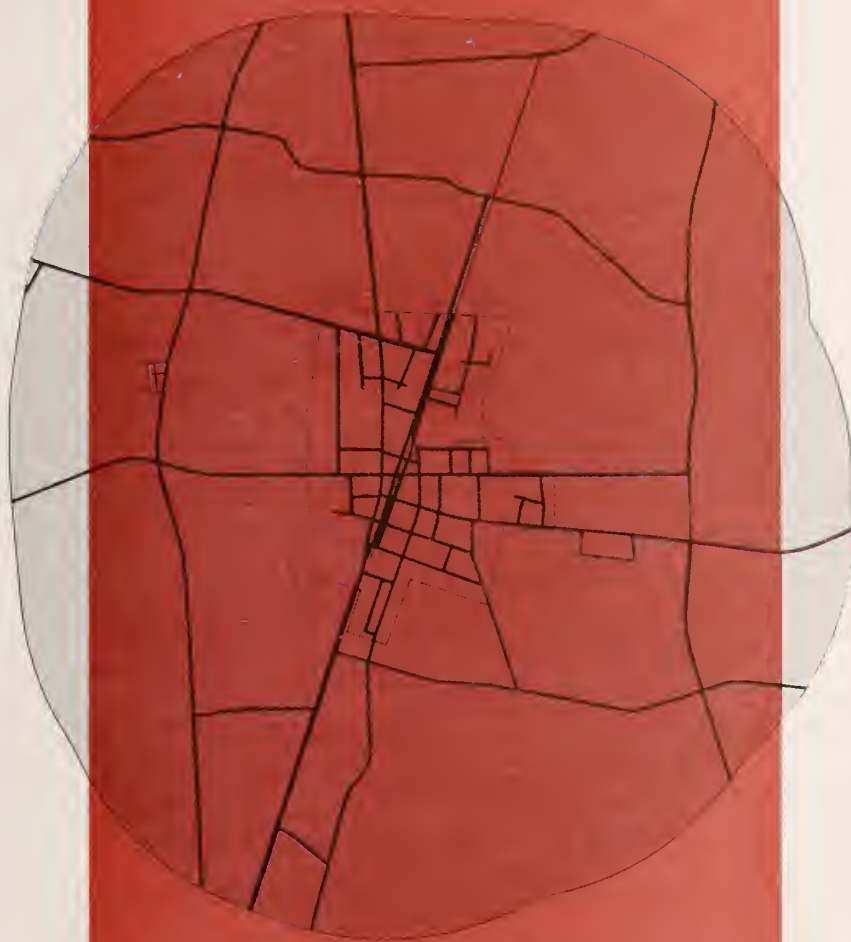
Street Name Signs

Street name signs are often taken for granted, but the lack of street name signs even in a small town like Winterville is a handicap when trying to find certain addresses. A recent survey of the street name signs in Winterville revealed that there are only 16 existing signs. These wood signs, mounted on metal poles, are showing their age. The paint is peeling and many are unreadable. All 16 signs should be replaced. There are 48 other intersections in town with no street name signs. The town should purchase 64 new signs, an investment well worth the cost.

Other Services

The town offers its residents many other services than those previously discussed. Police and fire protection, storm drainage, garbage collection and disposal, and a cemetery are all considered necessary services which are rendered by the town. However, the town does not have library facilities or any organized recreation facilities.





LAND DEVELOPMENT PLAN

VII. LAND DEVELOPMENT

The wise development of land for urban purposes in the Winterville planning area is of primary importance to the local officials and the Winterville Planning Board. Planning for the growth that is anticipated in the next twenty years will save the taxpayers money and will create a better living environment for the town's citizens. The Land Development Plan is a plan for the growth that will take place in Winterville in the next twenty years. Thus it is the most important part of the planning program undertaken by the town. It is also the most difficult to implement.

A. RESIDENTIAL DEVELOPMENT

It was stated in the Economy Section of this report that Winterville is a satellite of Greenville, serving to a large extent as a residential neighborhood for commuters who work in Greenville and surrounding areas. It is anticipated that the use of land for residential purposes will be the dominate use made of the land in the Winterville planning area. This is true now and the percentage of developed land for residential purposes should increase substantially within the coming twenty years. At the present, 159 acres of land inside Winterville are devoted to residential use. This accounts for 54.2 per cent of the developed land within the town.

The town's residential areas are compact and only recently has suburban growth been a factor in the town's development. The vast majority of the dwelling units are single-family. Only four multi-family dwellings were counted in the field survey. Mobile

homes are limited to a mobile home park within the town, except for two that were existing before the zoning ordinance was adopted in 1961. Residential lots are generally between 12,000 and 15,000 square feet.

The wide range of lot shapes and sizes exercises an influence on which lots are developed first. The newest subdivision, located on the east side of town between Main and Cooper Streets, is well planned and laid out with lots of sufficient shape and size to permit the type of houses which are in demand today. Consequently, 23 out of 34 lots have houses on them. In contrast to this subdivision, there is a block of lots at the intersection of Mill and Boyd Streets which have been platted for several years, but no lots have been sold. The lots are only 25 feet wide. Years ago, developers would divide property into small lots with intentions of selling two or more lots to each buyer. Most developers felt that a larger price could be obtained when selling several lots rather than one large lot. Adoption and enforcement of subdivision regulations would have eliminated such practices. Such land should be replatted in order to enable the developer to sell the land.

All of the non-white residential areas are located in the northern part of town. This area was annexed into Winterville during the 1950's. It lacks many of the community services and facilities. Most of the streets are unpaved and they are poorly designed. There are no sidewalks or curbs and gutters. The storm drainage system consists of large open ditches which often breed insects. There are no street name signs. Most of the town's substandard housing is located in this area on lots that are very narrow and long. In general, the area is poorly developed. However, the area is served by public water and sewer and street lights.

There are few vacant lots in the white residential areas and most of the new growth is taking place in the eastern part of town. Vacant lots in the non-white residential areas are fairly numerous, but many of these lots are undesirable. Most new development is taking place in the northeastern section of town.

Outside the corporate limits of Winterville, but within the one-mile area, there is only one planned subdivision -- located just east of the town limits on Cooper Street. This area is served by town water. More land in this area is likely to be developed in the next five years. Also, a developer has plans for subdividing some land adjacent to the southeastern town limits. The town plans to extend water and sewer service to Pitt Technical Institute located one mile north of the town limits; the Institute now uses its own private water and sewer system. This move will make the area north of town more desirable for residential development.

Housing Conditions

The housing conditions in Winterville were determined by a visual survey of the outside appearance of dwelling units. The following classifications were used to determine the conditions of housing:

SOUND - No defects or only minor defects which normally would be corrected during the course of maintenance.

DETERIORATED - Needs more repair than would be provided during the course of regular maintenance.

DILAPIDATED - Critical defects so widespread that it should be extensively repaired, rebuilt or torn down.

There are 430 occupied dwellings within the corporate limits of Winterville. Mobile homes accounted for 35 of the dwelling

units. Of the total, 205 dwelling units, including the 35 mobile homes, were rated as sound, 144 were rated as deteriorating and 81 were rated as dilapidated. Map 8 shows these housing conditions.

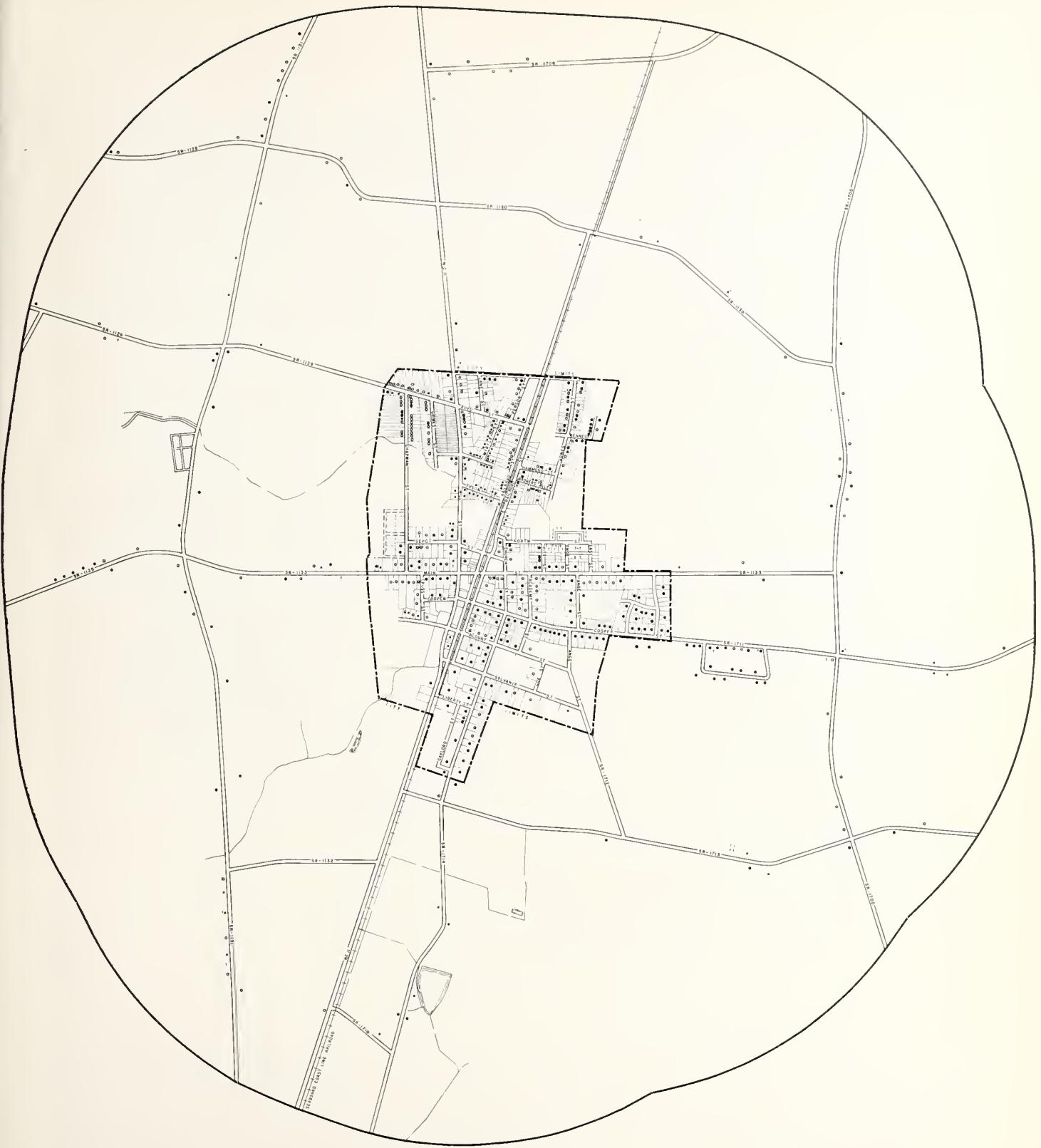
The following table gives a breakdown of housing conditions by race.

	White	Non-White	Total	Per Cent of Total
Sound	165	40	205	47.7
Deteriorating	60	84	144	33.5
Dilapidated	4	77	81	18.8
Total	229	201	430	100.0

For comparison purposes, 77.3 per cent of the houses in Robersonville were rated as sound. Only 18.8 per cent were rated as deteriorating, and only 3.9 per cent were rated as dilapidated. In Aberdeen, North Carolina, 45.4 per cent of the houses were rated sound, with 40.0 and 14.6 per cent rated as deteriorating and dilapidated, respectively.

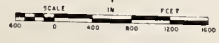
Lack of the basic community facilities often contributes to the decline and decay of a neighborhood. The black neighborhoods as suspected contained most of the substandard housing. Yet, most of the basic services are available. Water service is available to approximately 95 per cent of all residents and sewer service is available to approximately 85 per cent of the residents. The greatest inequity occurs in unsurfaced streets. In the black neighborhoods, 104 substandard dwelling units are located on unsurfaced streets, while 38 substandard dwelling units are located on paved streets.

Interviews with several local citizens indicated that most of the housing in the black neighborhoods is owner-occupied. The 1960 U.S. Census of Housing recorded 104 non-white owner-occupied dwell-



WINTERVILLE

NORTH CAROLINA



MAP 8

HOUSING CONDITIONS

- STANDARD
- DETERIORATING
- DILAPIDATED
- MOBILE HOME
- VACANT STRUCTURE
- MULTI-FAMILY

THE PREPARATION OF THIS MAP WAS FINANCED IN PART THROUGH AN URBAN PLANNING GRANT FROM THE DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT, UNDER THE PROVISIONS OF SECTION 701 OF THE HOUSING ACT OF 1937, AS AMENDED
DATE: APR 1963

ings and 66 non-white renter-occupied dwellings in Winterville. It is doubtful that any major changes have occurred since 1960.

A combination of social ills has caused the large number of substandard dwellings units in Winterville. Many black residents seeking adequate housing purchased "shell" homes in the late '50's and early '60's. Lack of upkeep and time have taken its toll on such houses. There are few job opportunities in Winterville for even qualified or experienced people. Many residents commute to Greenville or Ayden where many are employed at low-paying jobs. Thus, they do not have the financial ability necessary for the upkeep on their housing. Those who rent substandard housing often cannot afford better housing. Tight money and high interest rates from local sources will not permit low-income residents to secure adequate housing. Having few assets, these residents are not considered to be safe risks for home construction or home improvement loans. A Greenville firm is constructing six moderately priced single-family dwellings, four of which are being built for speculation.

In the one-mile area, 147 dwelling units were counted, occupying 69 acres of land. Of the total, 59, including 11 mobile homes, were rated as sound, 54 were rated as deteriorating and 24 were considered to be dilapidated.

Land Use Demands

What will be the demand for land in the next 20 years for residential purposes? This, of course, will be determined by the population increase and the ability of the Town of Winterville to provide the basic community services. From the information already assembled, some conclusions and assumptions that will influence future residential development can be drawn. First, the high percentage of single-family dwellings located

on large lots will continue throughout the planning period. Second, there will be more activity in apartment construction than in the past due to industrial and college expansion in the area and high interest rates for single-family dwellings. Third, most new residential areas will need to be provided with public sewer services, since most soils in the area will not support septic tanks. Fourth, the use of mobile homes will increase because they are economical.

Assuming that the Winterville planning area will have a population of 3,916 by 1990, as projected earlier, the number of dwelling units and the amount of land needed to accommodate them can be estimated. A population of 3,916 is an increase of 1,668 over the 1970 population of 2,248 in the planning area. Using the 1960 data of 3.9 persons per dwelling unit, 1,668 additional population would require 428 new dwelling units by 1990. To this a safety factor of 22 will be added to take care of those dwellings destroyed by fire or age. It is thus estimated that 450 new dwelling units will be needed by 1990. Most of these new dwelling units will be located on lots between 12,000 and 15,000 square feet or approximately 3 per acre. Thus, 150 acres of land will be needed for new residential development by 1990 in the Winterville planning area.

Since it is more expensive to serve scattered residential development, Winterville should encourage new development to take place in existing residential areas.

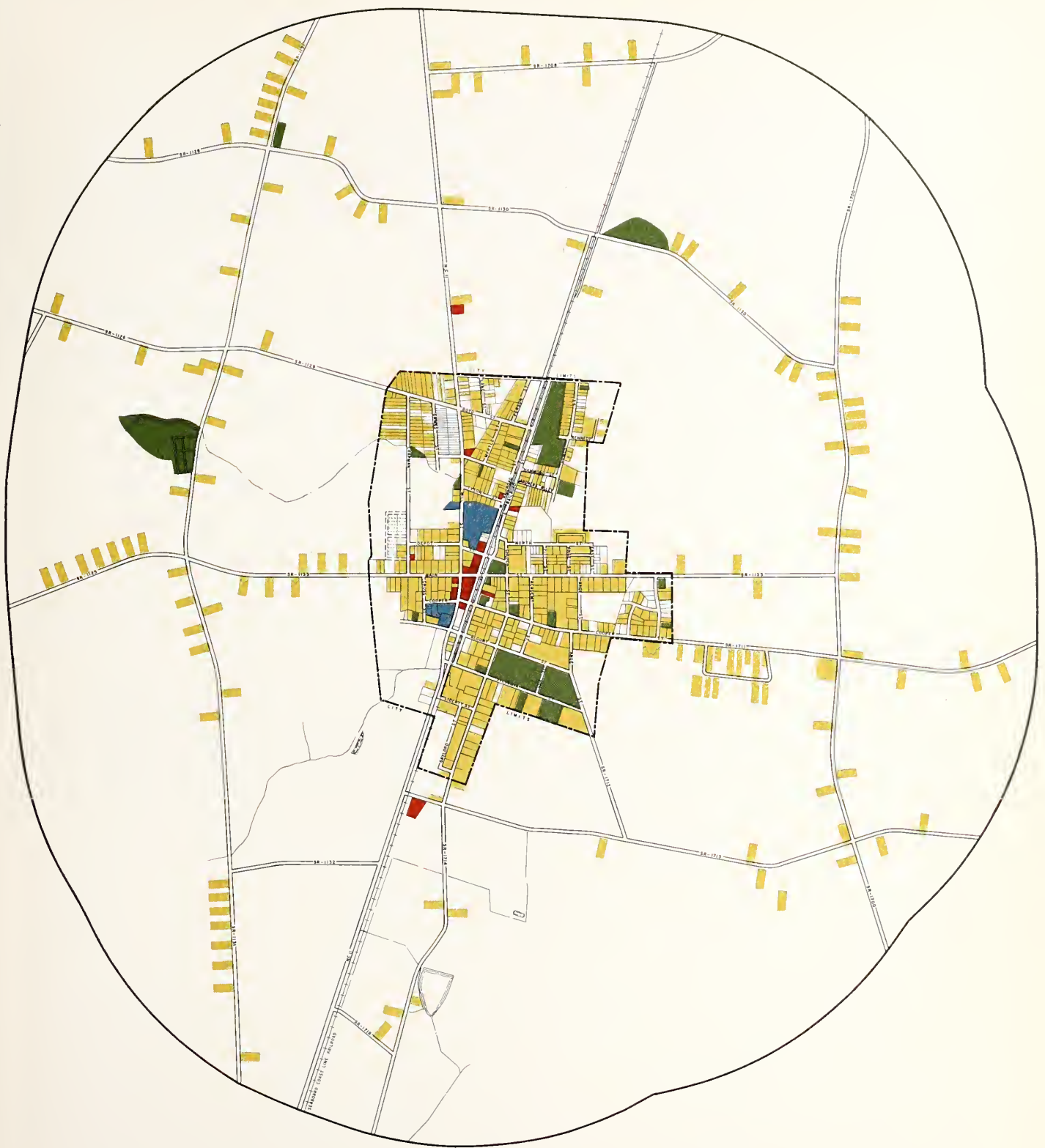
New development south of the town limits should be discouraged because of the difficulty in providing sewer service. The town's sewage treatment plant is located west of town and growth should be encouraged in this direction. N. C. 11 Bypass is under construction between the existing town limits and the sewage treatment plant. The effect this controlled bypass will have on residential development is not certain. When U. S. 264 Bypass was constructed around Greenville, development was rapid. This could happen around Winterville.

Inside the town limits, new development should be encouraged north of Main Street, particularly along Chapman Street, as this area is easily served by water and sewer service. The area east of Ange Street between Main and Cooper Streets should also be fully developed. The block of platted lots at the intersection of Boyd and Mill Streets should be replatted and developed for residences.

Apartments and multi-family dwellings could be allowed in selected areas where there is adequate space and utilities. Multi-family dwellings are often allowed in older neighborhoods where there is sufficient vacant land. Apartments are more attractive to younger families and older couples.

There are certain steps which the town can take to encourage the development of existing residential areas. Requiring extensive improvements (paved streets, curb and gutter, and water and sewer lines) in new subdivisions by means of a subdivision ordinance is one step the town can use. Existing residential areas could be made more pleasant and desirable by encourageing property owners of existing residences to maintain their homes by means of paint-up and fix-up programs. Unsafe and unsanitary housing should be condemned and removed. Strict enforcement of zoning, housing, and building codes will make existing residential areas more desirable. Existing residential areas could be improved by paving of streets, by adding neighborhood parks and by providing street name signs and adequate street lighting. The Planning Board could prepare a list of vacant lots for realtors and home buyers in order to encourage development of existing residential areas.

Mobile homes will increase substantially, and the town should prepare for a large increase. The present zoning ordinance only allows mobile homes in one area of the town. Additional sites for mobile homes should be provided to add variety. There is room for a



WINTERVILLE

NORTH CAROLINA



MAP 9

EXISTING LAND USE

- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- PUBLIC LAND USE

mobile home park on Chapman Street and the existing park has enough room to expand. Future parks should provide more than a plot of ground on which to park the mobile home. The existing mobile home park could enhance the site with some trees and shrubbery and recreation areas.

The residential development outside of the town is being aided by a water line extended east of town on Cooper Street. Growth in this direction is expected to continue. A local developer has plans for land he owns southeast of the town limits. A developer from Greenville is expected to expand his development in the northeastern part of town.

B. COMMERCIAL DEVELOPMENT

Commercial activity in Winterville is limited to convenience shopping for day-to-day needs. Small retail trade outlets, mostly service stations, grocery stores, and general merchandise stores, account for most of the retail business in Winterville. The central business district contains all of the commercial activity except for a garage and three neighborhood stores. Thus, the shopping area is relatively compact, occupying only five acres of land.

The proximity of Greenville and its convenient shopping areas has hastened the decline of Winterville's commercial areas. Groceries and gasoline are two important day-to-day necessities that are purchased in Winterville. Most clothing, appliances, furniture, automobiles and other durable merchandise is purchased in Greenville or other towns in the area. The result is a drab, lifeless business area which is not getting its rightful share of business and profits. The value of the property has declined and one large source of tax money is drying up.

It is doubtful that Winterville will ever regain its position as a small regional shopping area. However, some paint, imagination, and desire to change Winterville's image as a shopping area for convenience goods and services for the surrounding area would make Winterville more competitive with surrounding shopping areas. Several small towns in North Carolina have been successful in generating new life into their business areas through a plan similar to the one in Smithfield, North Carolina (known as the "Smithfield Plan"). The Smithfield Chamber of Commerce would supply the Winterville Chamber of Commerce with information on the "Smithfield Plan."

As projected earlier, the Winterville planning area is expecting a substantial population increase in the next twenty years. A viable business district, with modern and convenient stores and shops with complete lines of merchandise, could benefit greatly from the new residents.

What can the local merchants and the Chamber of Commerce do to strengthen the Winterville central business district? Each merchant and property owner should take a critical look at his place of business, as to internal and external appearances and decide what is needed to improve the structure and the products and services he sells. The town and the merchants should work together to provide adequate parking in the business district. In Winterville, parking is presently inadequate. But, plans for future parking needs should be prepared. The local merchants should organize to promote the business community as a unified shopping area through areawide advertisement. Along with renovating stores and shops, the merchants should consider a street canopy to provide protection to shoppers from adverse weather. The town should to its part by providing street and sidewalk improvements and by implementation of the town's thoroughfare plan.

Outside of Winterville, the only commercial land uses are a service station and a gas distributor.

Future Commercial Development

The present size of the central business district is expected to change very little in the coming years. No more than a total of eight acres should be needed for commercial development in the central business district, an increase of only three acres. These additional three acres plus the use of the three vacant stores should be sufficient through 1990.

Commercial activity outside of the central business district will be very limited. Greenville provides the outlying shopping centers. N. C. 11 bypass around Winterville should create some highway-oriented commercial development, primarily service stations.

C. INDUSTRIAL DEVELOPMENT

All industrial land uses in the Winterville planning area are located within the town. Both Eastern Lumber and Supply Company and Winterville Machine Works, occupying approximately five and three acres, respectively, are located in the fringe of Winterville's central business district. In addition, both concerns border on residential areas, normally considered to be a mixture of incompatible land uses. However, neither of these two industries appears to be offensive.

Being located on N. C. 11, both industries are easily accessible by automobile. Traffic congestion is not deemed to be serious

as both industries employ less than 100 people. Completion of N.C. 11 bypass, now under construction, should eliminate most traffic problems. Eastern Lumber and Supply Company uses a spur track of the Seaboard Coastline Railroad which runs through the center of Winterville from north to south.

Desirable industrial sites are necessary to attract new industries into the Winterville planning area. There are many sites characteristics which influence an industry's location. Four of the most important are:

1. Easy access to major highways, railroads, and airports, for the transport of raw materials and finished products.
2. Service by water, sewer, electric and other utilities.
3. Large tracts of land that are well-drained and reasonably priced.
4. Near desirable residential and commercial areas for employees.

Future Industrial Development

Winterville's economy is still heavily based on agriculture. However, agriculture's influence has declined rapidly in the last decade, and the influence of industry has increased substantially. The employment of many people in industry will be necessary to support the expected population increase in the next twenty years.

In recent years many new industries locating in Eastern North Carolina have selected sites in rural areas. However, most of the sites were near enough to towns to be served by municipal water and sewer. Several important events that are expected to take

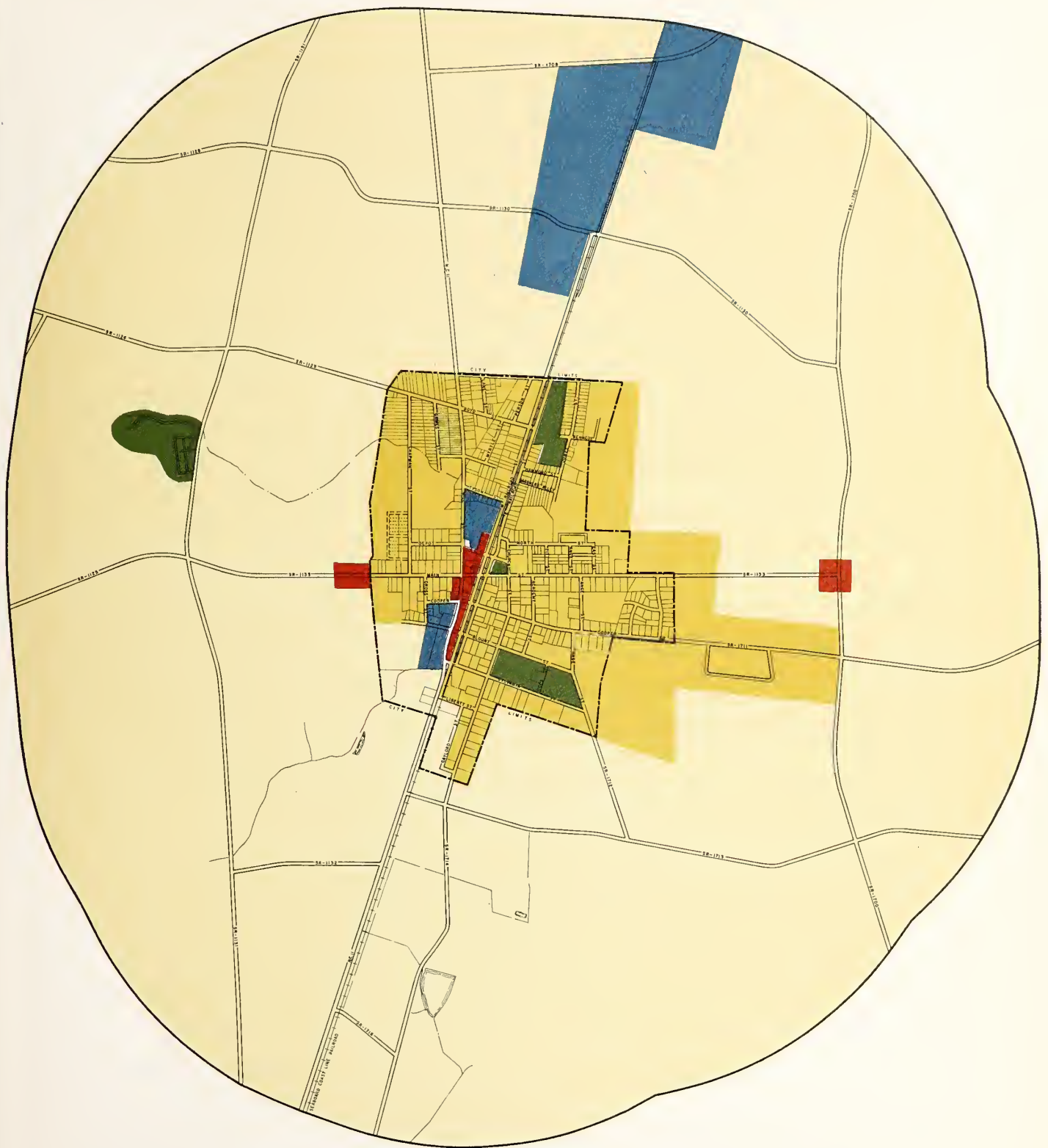
place in the next two years will make the area around Winterville very attractive for new industries. First, the North Carolina State Highway Commission is making N. C. 11 a four-lane facility, with a bypass around Winterville. This project is under construction. Secondly, Winterville has plans to extend its water and sewer lines to Pitt Technical Institute, located one mile north of the town. Thus many new industrial sites served by a four-lane highway and water and sewer will be made available.

One small site of about five acres is located in Winterville on U.S. 11 Business. The other sites are located outside of town. All have good access to transportation routes and each can easily be served by water and sewer. Approximately 80 acres of new industrial land is shown on the Development Plan to insure that a wide variety of sites is available.

These industrial sites should be protected through zoning or options from conflicting land uses so they will be available when a new industry decides to locate in the area. This is a positive way to help the future growth and development of Winterville. The Winterville governing body should also implement the other facets of this plan in order to make the town a desirable location for new industries.

D. SOCIAL, CULTURAL AND GOVERNMENTAL LAND USES

This broad category includes the public and semi-public land uses in the Winterville planning area. In the incorporated area 30 acres of land are used for public and semi-public purposes.



MAP 10

WINTERVILLE NORTH CAROLINA

LAND DEVELOPMENT PLAN



- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- PUBLIC
- RURAL RESIDENTIAL

Town governmental land uses include two sewage lift station sites, the Town Hall site and the town storage yard. The U. S. Post Office and the Pitt County School bus maintenance garage are the only other governmental land uses within the town. Outside of Winterville, the town owns a large site where the sewage treatment plant, cemetery, and garbage disposal area are located.

Under the social and cultural category are churches, schools, and rest homes. There are nine churches in Winterville and two in the one-mile area. There are two schools -- one predominantly white high school and one predominately Negro high school, both serving grades 1 through 12. Both schools are part of the County School System. Present plans call for a new consolidated high school three miles northeast of Winterville. One of the existing schools will become an elementary school (grades 1-4) and the other a middle school (grades 5-9). There are also two Negro rest homes for the elderly in Winterville.

Future Development of Public Land Uses

At the present, no land in Winterville is devoted entirely to recreation purposes. As such, there are no parks or playgrounds equipped for recreation. However, the Winterville Recreation Commission operates a summer recreation program supervised by the Neighborhood Youth Corps. Money for equipment and supplies is provided by civic and religious organizations and by the United Fund. The recreation program is conducted at both school gymnasiums and ball fields.

Active recreation, particularly for the young people, appears to be adequate. However, passive recreation for adults is totally lacking. The town should consider a community park for picnicking and other activities enjoyed by families and older adults.

Matching federal grants for recreation, both land and equipment, are available from the Farmers Home Administration and from the U. S. Department of Housing and Urban Development.

E. STREETS AND HIGHWAYS

The streets and highways and the railroad are large land users in the planning area. Inside the town, 31 per cent (91 acres) of the developed land is used for transportation.

Within Winterville, the street layout is basically the grid-iron system. Most of the town's streets are unpaved, as previously discussed. Other problems, such as poorly aligned streets, deadend streets, and double frontage lots, have also been detrimental to the development in Winterville. Poor street alignment creates hazardous intersections. Deadend streets without proper turn-arounds make it difficult for fire trucks and other large vehicles to turn around. Double-frontage lots cause a loss of privacy and may create hardships if assessments for street paving or other improvements are levied against the property owner. Many of these problems are difficult or impossible to correct as the area involved is fully developed. Some of the deadend streets should be continued -- Jones Street into Pitt Street, Lee Street into Ange Street. Grimes and Blount Streets could also be continued. Many of these development problems would not exist if the town had been enforcing a subdivision ordinance. (See Map 11)

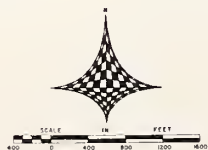
Future Street System

The importance of the street system is shown by the large amount of land it occupies. For this reason, a functional sys-



WINTERVILLE

NORTH CAROLINA



MAP 11

MAJOR STREET PROBLEMS

- POOR STREET ALIGNMENT
- DEAD-END STREETS
- DOUBLE FRONTAGE LOTS

tem of streets and highways is a necessity in achieving desirable physical development.

The permanence of streets and highways and the high cost to build and maintain them, make it imperative that careful forethought and planning be used to assure that the transportation system will complement the Development Plan. The location of streets and highways will influence future residential, commercial and industrial development. There are many benefits to be derived from a carefully planned transportation system, but the primary objective is to serve anticipated future travel demands with directness, ease and safety. In addition, the following benefits can be derived:

1. A minimum amount of land will be required for street and highway purposes.
2. Because each street is designed for a particular purpose, a substantial savings can be realized in construction and maintenance costs.
3. Local citizens will know which roads will be developed and thus have assurance that their residential street will not one day become a major traffic carrier.
4. Land developers will be able to design subdivision streets in a non-conflicting manner with the overall plan.
5. Knowledge of highway widening and construction will help eliminate damage to property values; and
6. Rural residents will have improved access to the urban areas and travel time around these areas can be greatly reduced.

For this plan, all streets and highways in the Winterville planning area have been placed into three categories. Local access streets serve abutting properties where the traffic volume is relatively low. They serve residential, business, and industrial areas. Minor thoroughfares perform the function of collect-

ing traffic and carrying it to a destination or to a major thoroughfare. Major thoroughfares serve the town as the heavy traffic carriers. They should carry the traffic through and around the town with directness and ease. This plan developed cooperatively by the Division of Community Planning, North Carolina Department of Local Affairs, and the Research Department, North Carolina State Highway Commission, is shown on Map 12.

Minor Thoroughfares

Minor thoroughfares include S.R. 1126-1129 (Boyd Street Extension) which collects traffic from the northwest and takes it to N. C. 11. S. R. 1711 collects traffic from the east and takes it to S.R. 1700 or into Winterville. S.R. 1713 performs a similar function. S.R. 1130 serves as a connector between N.C. 11 and S.R. 1700.

Major Thoroughfares

Mill Street (N.C. 11 Business) serves as a major route from the north and the south. It is also serving the N.C. 11 traffic between Greenville and Ayden until N.C. 11 bypass is completed. S.R. 1125-1133 (Main Street) functions as an east to west cross-town route, with a proposed connection with S.R. 1711.

S.R. 1131 on the west and S.R. 1700 on the east function as a major route to Greenville or Ayden for the rural population without travelling through Winterville. S.R. 1708 and S.R. 1128 serve the northern area as a connector to N. C. 11. Proposed connection between S.R. 1708 and S.R. 1128 provides an east to west route.



MAP 12

WINTERVILLE

NORTH CAROLINA

THOROUGHFARE PLAN

MAJOR THOROUGHFARES
MINOR THOROUGHFARES

EXISTING

PROPOSED



F. PLAN IMPLEMENTATION (SHORT-RANGE)

Below is a summary of the high priority recommendations made in this Plan for putting it into effect. Those recommendations should be accomplished by the town within the next two years (1970-1972 fiscal years). They also provide an excellent opportunity for the town to get the Land Development Plan off to a good start and provide a sound basis for carrying the Plan through the next twenty years.

(a) Street Paving Program

Five miles (67%) of streets are unpaved in Winterville. A program of street paving should be started to make the town more attractive as a place to live and work, and to help increase property values.

(b) Street Name Signs

A total of 64 new street name signs should be purchased to replace the existing 16 signs and to mark 48 unmarked intersections.

(c) Subdivision Regulations

Adopt and enforce subdivision regulations to help eliminate development errors and to encourage development.

(d) Public Housing

There is a definite need for housing for low-income families in Winterville. The town should apply for 50 units of public housing.

(e) Encourage Compact Development

In order to encourage the development of existing areas in Winterville, and in the process save the town money, the Planning Board should prepare a list of vacant lots in existing developed areas and encourage their sale. The Planning Board could also prepare sketches for the layout of lots on large pieces of vacant property.

(f) Recreation

A summer recreation program using East Carolina University students or PACE students should be started. Playground equipment and additional playground sites should be acquired.

(g) Industrial Sites

The Planning Board and Board of Aldermen should work with the Pitt County Development Commission to locate and preserve key industrial sites. Protection through zoning or options should be provided for these sites.

(f) Central Business District Improvements

The Board of Aldermen should encourage the local merchants to renovate the business district and put some life into it by using the "Smithfield Plan."

G. PLAN IMPLEMENTATION (LONG-RANGE)

The Land Development Plan is a 20-year plan which provides for the orderly growth of Winterville. Properly put into effect, this plan will insure that there is adequate land for residences, industries, businesses and public uses. It will help make residential development orderly and desirable and in the process help maintain property values. This plan insures that all the various uses made of the land will be compatible. This plan attempts to use the town's existing assets advantageously, so that future capital expenditures can be minimized.

In order for this plan to be realized it must be used on a day-to-day basis. Its use must become a habit in guiding all policies affecting growth. There are many tools which Winterville can use in putting this plan into effect. They are listed below:

(a) Citizen Participation and Involvement

Public support of this plan is needed if it is to succeed and getting the citizens to participate is necessary

for its success. The future growth of Winterville will be accomplished primarily through private means -- thus, the success of the plan rests largely with the people.

(b) Civic Clubs

Many civic or religious groups often participate in growth of the community by contributing both time and money. Such groups could undertake beautification projects or donate playground equipment for local recreation projects.

(c) Zoning and Subdivision Regulations

These are legal tools which can shape the town's development trends. Zoning regulates the use of property. Subdivision regulations guide the subdivision of raw land.

(d) Public Housing

Low-rent public housing can be used to provide safe and sanitary housing for those now living in dilapidated housing in Winterville. This would clear the way for removing substandard housing, thus improving the neighborhood.

(e) Codes

The North Carolina Uniform Residential Building Code provides for uniform minimum standards for space, light and ventilation, as well as methods and materials of construction for all new or remodeled residential structures. Regulatory codes governing plumbing, electrical, and heating installations should also be adopted as part of the residential building code to prevent future development of substandard and hazardous housing in Winterville.

Municipalities may adopt and enforce minimum housing codes which specify minimum standards for space and sanitary, heating, and lighting facilities for both new and existing housing. Adoption and enforcement of a minimum housing code by Winterville would help eliminate some of its substandard housing conditions.

(f) Federal Assistance

Loans and grants, for acquiring and developing outdoor recreation areas and facilities, neighborhood facilities such as youth centers, and public works planning, are available from various federal agencies. Information on this can be obtained, on request, from the North Carolina Department of Local Affairs.

